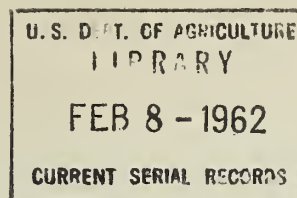


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CONSUMER PURCHASES OF

CITRUS AND OTHER JUICES

November 1961

CPFJ - 123

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice. However, the data are considered reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

January 1962

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

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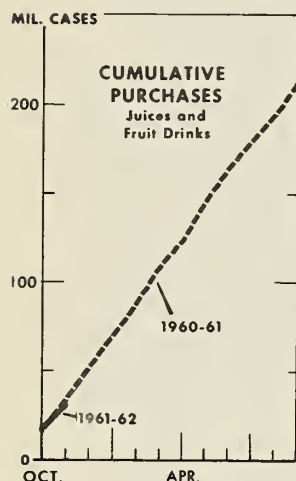
CONSUMER PURCHASES OF CITRUS AND OTHER JUICES
NOVEMBER 1961

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

SUMMARY

A total of 16.7 million cases of frozen concentrated juices (equivalent single-strength basis), chilled orange juice, canned single-strength juices, and canned single-strength fruit drinks were bought for home consumption in November 1961. This was a decline of 7 percent in volume from October, twice the October-November decline in the 2 preceding years. Also, it was 3 percent less than in November 1960. ^{1/}



By major product groups, purchases of frozen concentrated juices were off 6 percent from a year earlier and the share of market was down 1.6 percentage points to 42.3 percent. Canned single-strength juices were off 3 percent in volume, but the share of market held at 37 percent. Movement of canned fruit drinks increased 5 percent and the market share was up 1.2 points to 16.4 percent. Purchases of chilled orange juice gained 7 percent and the share of market rose to 4.3 from 3.9 percent.

By individual products, chilled orange juice was bought in record volume for the month, but frozen orange concentrate was off slightly, and use of canned orange juice continued to lag far behind previous levels. Total purchases of the three orange juices were down 3 percent from November 1960, but the share of market held at 46 percent.

Consumption of canned grapefruit juice and canned grapefruit sections increased sharply over a year earlier, but, even so, movement of these products remained well below the 1955-59 November average. Use of prune juice

^{1/} Monthly and cumulative data in this report are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections.

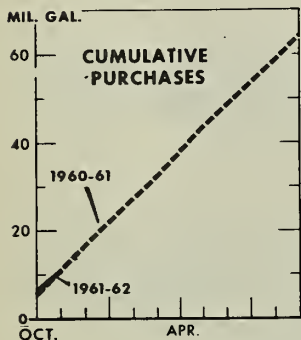
rose moderately to the highest November level in recent years. On the other hand, purchases of pineapple, tomato, and miscellaneous canned juices were off moderately, and miscellaneous frozen concentrated juices were down a third.

Use of canned orange drink dropped 10 percent from a year earlier. In contrast, consumption of miscellaneous fruit drinks was up moderately and pineapple-grapefruit drink showed a sharp increase.

FROZEN CONCENTRATED AND CHILLED JUICES

FROZEN ORANGE CONCENTRATE DOWN SLIGHTLY, BUT EXPENDITURES RISE

Household purchases of frozen concentrated orange juice dropped to about 5.3 million gallons in November 1961. While the purchase volume was down only 2 percent from November 1960, the decline from October was much sharper than usual. Nevertheless, this was the third largest volume reported for the month, being exceeded only in 1957 and 1960.



Purchases of this one product accounted for nearly 38 percent of all juices and canned fruit drinks bought for home use in November. The proportion was about the same as in the corresponding month of 1960.

The decline in volume of purchases from a year earlier was associated with fewer families buying. The size of purchase held at about 7.5 cans (6-ounce) per buying family.

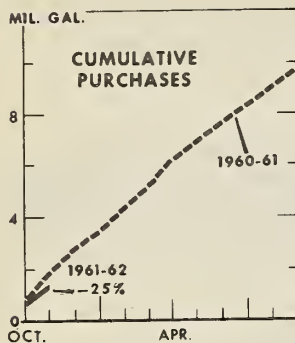
Retail prices rose to 20.2 cents per 6-ounce can in November, to reverse the downturn that had persisted for several months. This was 1.1 cents more than paid a year earlier, and despite the decline in volume, consumer expenditures for frozen orange concentrate rose moderately over November 1960.

October-November purchases of frozen orange concentrate totaled about the same as in the first 2 months of the 1960-61 season, as shown by the chart at the left. (See pages 13, 14, 15, 27.)

MISCELLANEOUS FROZEN CONCENTRATES OFF SUBSTANTIALLY

The quantity of miscellaneous frozen concentrated juices, such as grape, grapefruit, pineapple, or blends, bought by household consumers in November was only about 70

MISCELLANEOUS FROZEN CONCENTRATED JUICES - Cont'd



percent as great as in the same month a year earlier. The volume of purchases, 630,000 gallons, was the lowest reported in recent years. As a result, the market share for these products was off 2 percentage points to 4.4 percent.

This loss in purchases of miscellaneous frozen concentrates accounted for about 2/3 of the total decline in use of juices and fruit drinks from November 1960.

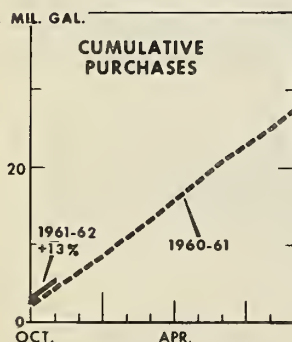
An average 6-ounce can of these products cost consumers 19.3 cents or 0.6 cent more than in November, a year earlier. Nonetheless, prices remained below those of frozen orange concentrate. (See page 13.)

FROZEN CONCENTRATES DECLINE 6 PERCENT IN TOTAL

Household consumption of all frozen concentrated juices totaled about 6 million gallons in November 1961. This was a decline of 6 percent, or 400,000 gallons, from the same month a year earlier.

Frozen concentrated juices accounted for 42.3 percent of the total quantity of juices and fruit drinks bought for home consumption in November, compared with 43.9 percent a year earlier. The November share was also off slightly from October, the reverse in direction of change in 1960.

CHILLED ORANGE JUICE PURCHASES AND PRICES HIGHER THAN YEAR EARLIER



November retail movement of chilled orange juice (2.4 million gallons) was 7 percent greater than in November 1960, and was 50 percent greater than the 1956-59 November average. Nevertheless, for the first time in this 6-year series, November purchases were down from October.

With movement up 166,000 gallons from a year earlier, the share of market rose 0.4 percentage point to 4.3 percent, the largest reported in the 2 years that comparable data are available.

Cumulative purchases in the first 2 months of the 1961-62 season were 13 percent greater than in the same months of the preceding season, as shown by the chart in the margin.

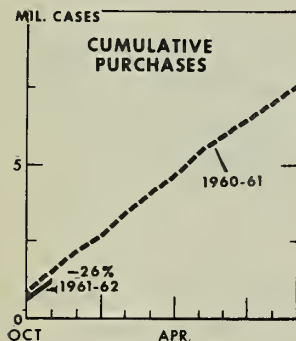
CHILLED ORANGE JUICE - Cont'd

An average of 40.8 cents was paid for a quart of chilled orange juice in November, an advance of approximately 1 cent over the preceding month and November 1960. With purchases and prices both up, the amount spent by consumers for chilled orange juice was 10 percent greater than in November 1960, and total expenditures for the first 2 months of the season were 17 percent ahead of the corresponding months a year earlier.

Chilled orange juice was bought by about 5.1 percent of families in November, the largest proportion of buying families that has been reported for this month. The average size of purchase, however, while rising to 3.6 quarts, failed to reach levels of earlier years. (See page 16.)

CANNED SINGLE-STRENGTH JUICES

CANNED ORANGE JUICE STAYS DOWN



Household consumption of canned orange juice in November 1961 was off 20 percent, or 140,000 cases, from the November 1960 volume. As October purchases were down even more, total movement in the first 2 months of the 1961-62 season was 26 percent, 400,000 cases, behind the same 2 months of the preceding season.

Retail prices, although off contraseasonally from October to 42.4 cents per 46-ounce can, were still 3.6 cents higher than in November 1960. At these prices, November expenditures for canned orange juice were down about 12 percent, \$300,000, in comparison with a year earlier.

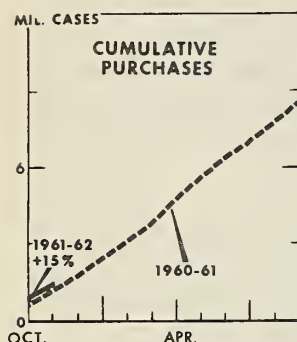
Only 5.3 percent of families bought the juice, compared with 6.5 percent in November 1960. The average size of purchase of 1.9 cans per buying family was also smaller.

Canned orange juice had 3.4 percent of the household market in November, compared with 4.2 percent a year earlier and 3.9 percent 2 years earlier. (See page 17.)

GRAPEFRUIT JUICE REGAINS SOME OF EARLIER VOLUME

Purchases of canned grapefruit juice were up 11 percent from November 1960, when movement was the slowest recorded for the month in the 13 years these data have been reported. Despite the gain, however, purchases

were off 16 percent in comparison with the 1955-59 November average.

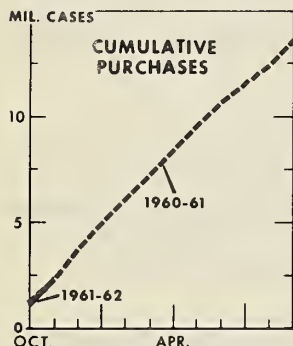


The uptrend in prices that has prevailed for several months continued into November. Nevertheless, at 29.2 cents per 46-ounce can, prices were off 1.3 cents in comparison with a year earlier, and were a little below the November average. At these prices, consumers spent about \$1.8 million for the product in the 28-day period, 6 percent more than a year earlier, but 17 percent less than the average amount spent in November.

The gain in movement was a result of an increase in the average size of purchase per buying family. The proportion of families using the product, 5.1 percent, was about the same.

Purchases for the season were 15 percent ahead of the same period a year earlier. The November share of market was up 0.5 percentage point to 3.9 percent. (See page 18.)

PINEAPPLE JUICE OFF MODERATELY



November consumption of pineapple juice was off 4 percent from a year earlier. In contrast to the downtrend in grapefruit juice, however, purchases held about the same as the 1955-59 November average. Consumption amounted to 2.1 cans among the 9.5 percent of families using the product.

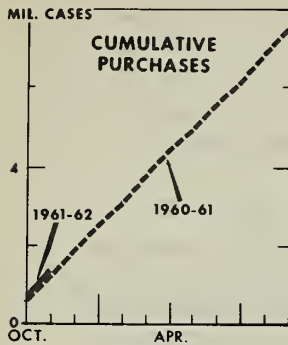
Prices paid for pineapple juice averaged 27.9 cents per 46-ounce can in November, 0.2 cent more than a year earlier. As for grapefruit juice, however, prices were down from the 5-year average, and the November price was about the lowest reported since 1956. (See page 19.)

PRUNE JUICE MOVEMENT AT HIGHEST NOVEMBER LEVEL SINCE 1957

Despite an advance in price, purchases of prune juice climbed 7 percent, 40,000 cases, over a year earlier to reach 611,000 cases. Except for 1956 and 1957, this was well the heaviest November volume reported in this 13-year series. The share of market rose 0.4 point to 3.7 percent.

Buying-family purchases, which averaged 2.4 quarts, were also about the largest yet reported. The proportion of

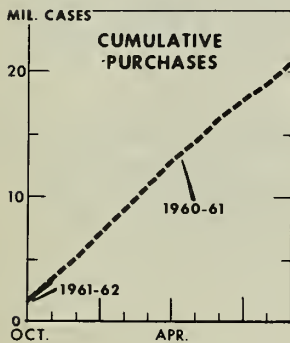
PRUNE JUICE - Cont'd



families buying at 6.3 percent, however, was smaller than in earlier years.

On the average, a quart bottle of prune juice cost 43.8 cents at retail, 0.6 cent more than a year earlier, and 7.7 cents more than the 1955-59 November average. At this price, consumers spent about \$3.6 million for prune juice in the 28-day period, 9 percent more than in November 1960 and 23 percent more than average. (See page 20.)

TOMATO JUICE DECLINES MODERATELY



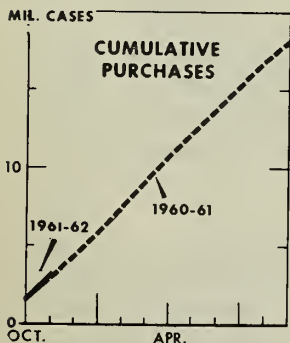
Nearly 1.8 million cases of tomato juice were bought for consumption in the home in November. This volume represented a decline of about 3 percent from both a year earlier and the 1955-59 November average.

The proportion of families buying dropped to 15.4 percent in November, the lowest reported for the month in the 13 years these data have been recorded. Consumption among families buying, however, increased over a year earlier.

A 46-ounce can of tomato juice cost consumers 27.3 cents in November, 0.6 cent less than a year earlier, but about the same as the 5-year average.

Tomato juice accounted for 10.6 percent of all juices and fruit drinks bought for home consumption in November, the same proportion as a year earlier. Of individually reported products, only frozen orange concentrate had a larger share of market. (See page 21.)

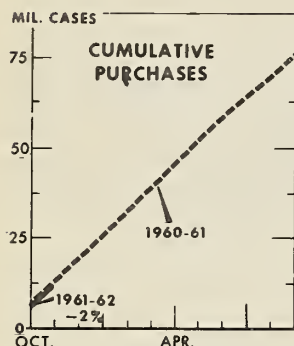
MISCELLANEOUS CANNED JUICES ALSO DOWN



Fewer families bought miscellaneous canned juices in November 1961 than a year earlier. And, although families bought in greater quantity, the total volume of purchases was down 3 percent or 40,000 cases. As purchases of other products were also down, the share of market held at 8.5 percent.

Prices paid for miscellaneous juices were off a little from a year earlier to 36.8 cents per 46-ounce can. These juices were more expensive than most other products. (See page 25.)

CANNED JUICES OFF 3 PERCENT IN TOTAL



Total household consumption of canned single-strength juices was down 3 percent from November 1960 to 6.2 million cases. Except for November 1959 when purchases amounted to 6 million cases, this was the smallest November volume recorded in this 13-year series.

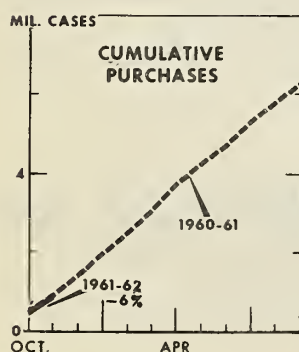
The decline from a year earlier reflected moderate reductions in purchases of pineapple, tomato, and miscellaneous canned juices, and a sharp decline in use of canned orange juice. Part of these losses were offset by an increase in use of grapefruit and prune juices.

Canned juices had 37 percent of the total household market for juices and fruit drinks in November, the same proportion as a year earlier. Two years earlier, however, these products accounted for 39.4 percent of total volume. In comparison, the share of market for frozen orange concentrate rose to 38 percent in November 1961 from 36 percent in November 1959.

Only about 40.5 percent of families bought canned juices in November, compared with 46 percent 5 year earlier. The average purchase of 2.7 cans per buying family was also smaller. Comparable data are not available for November 1960. (See page 26.)

CANNED FRUIT DRINKS

ORANGE DRINK FALLS TO A 2-YEAR LOW



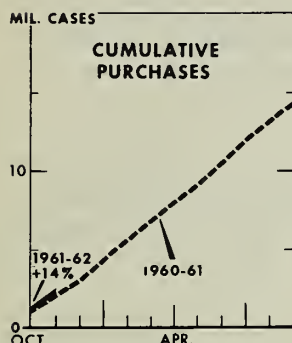
The proportion of families buying canned orange drink dropped to less than 3 percent in November, and purchases were off contraseasonally from October to the lowest level for any month since late 1959. The 400,000 cases bought, represented a 13-percent loss in comparison with October, and a 10-percent loss in comparison with November 1960.

October purchases were also comparatively small, and as a consequence, total purchases of orange drink in the first 2 months of the current season were 6 percent behind the same months a year earlier, as illustrated by the chart at the left.

Retail prices rose to 32.7 cents per 46-ounce can to continue the upward trend that has prevailed since July. Prices averaged 1.4 cents higher than a year earlier, and 4.2 cents higher than the 1955-59 November average. Nevertheless, consumer expenditures in November were

down from a year earlier as a result of the decline in volume. (See page 22.)

EXPENDITURES FOR PINEAPPLE-GRAPEFRUIT DRINK CONTINUE TO MOUNT



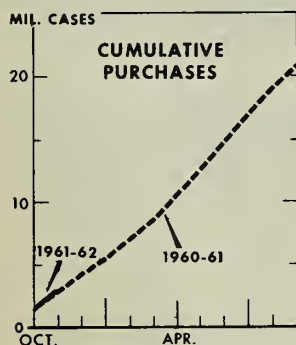
While use of canned orange drink was declining to low levels, purchases of pineapple-grapefruit drink were rising sharply to almost equal the November high of 1958, when purchases reached 1 million cases. The November 1961 volume was 14 percent greater than a year earlier, to make the third month in succession that movement was 14 percent or more above year-earlier levels.

As a result of the sharp rise in purchases of this product in relation to other juices and drinks, pineapple-grapefruit drink accounted for 5.8 percent of the total volume in November, compared with only 5 percent a year earlier.

The proportion of families buying pineapple-grapefruit drink was up 0.4 percentage point to 7.2 percent. The average size of purchase of 2.4 cans per buying family was also larger.

Retail prices were down 0.4 cent from a year earlier and 2.2 cents from the 1956-59 November average to a new low for the month of 28 cents per 46-ounce can. But even so, consumer expenditures for pineapple-grapefruit drink in November were up 12 percent from November 1960, and were up 40 percent from the November average. (See page 23.)

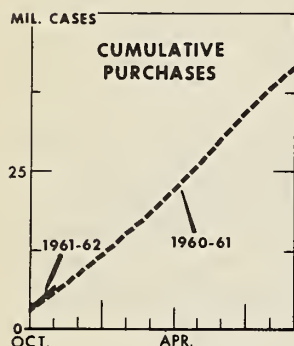
MISCELLANEOUS FRUIT DRINKS ALSO CONTINUE TO GAIN



Purchases of miscellaneous fruit drinks increased 4 percent or 60,000 cases over November 1960. Prices were also up from a year earlier, rising 0.6 cent to 35.1 cents per 46-ounce can. Except for the first months of the 1959-60 season, when these data were first obtained, this was the highest price recorded. Although comparatively expensive, purchases of these products continue to trend upward.

About 11 percent of families bought miscellaneous fruit drinks in November, compared with only 10 percent a year earlier. The average size of purchase, however, was down to 2.2 cans per buying family. (See page 25.)

CANNED FRUIT DRINKS GAIN 5 PERCENT IN TOTAL



Total purchases of canned fruit drinks increased 5 percent, 130,000 cases, over November 1960, in contrast to declines in use of frozen concentrated and canned single-strength juices.

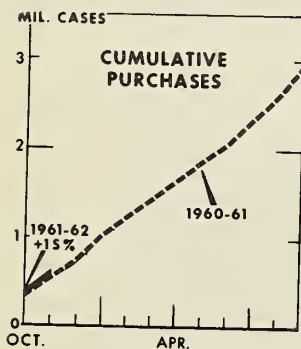
Canned fruit drinks accounted for 16.4 percent of total juice and fruit drink purchases in November, a gain of 1.2 percentage points in market share over a year earlier. In comparison, chilled orange juice gained 0.4 percentage point, canned juices held the same, while frozen concentrates were down 1.6 percentage points in share of market.

Even though the volume purchased increased over the previous November, the proportion of families buying and the average size of purchase were the lowest recorded in the 11 months that comparable data are available.

As shown by the chart in the margin, October-November purchases of fruit drinks were 4 percent -- 250,000 cases -- ahead of the corresponding period in 1960. (See page 26.)

CANNED GRAPEFRUIT SECTIONS

GRAPEFRUIT SECTIONS UP SUBSTANTIALLY FROM A YEAR EARLIER



Household purchases of canned grapefruit sections jumped 18 percent over the low November 1960 volume to reach 251,000 cases. Despite the gain, however, purchases were off 8 percent from the 1956-59 November average.

Retail prices were down 1.5 cents from a year earlier to 20.2 cents per No. 303 can. As a result of the increase in volume, however, consumers spent about 10 percent more for grapefruit sections in November than in the same month of 1960.

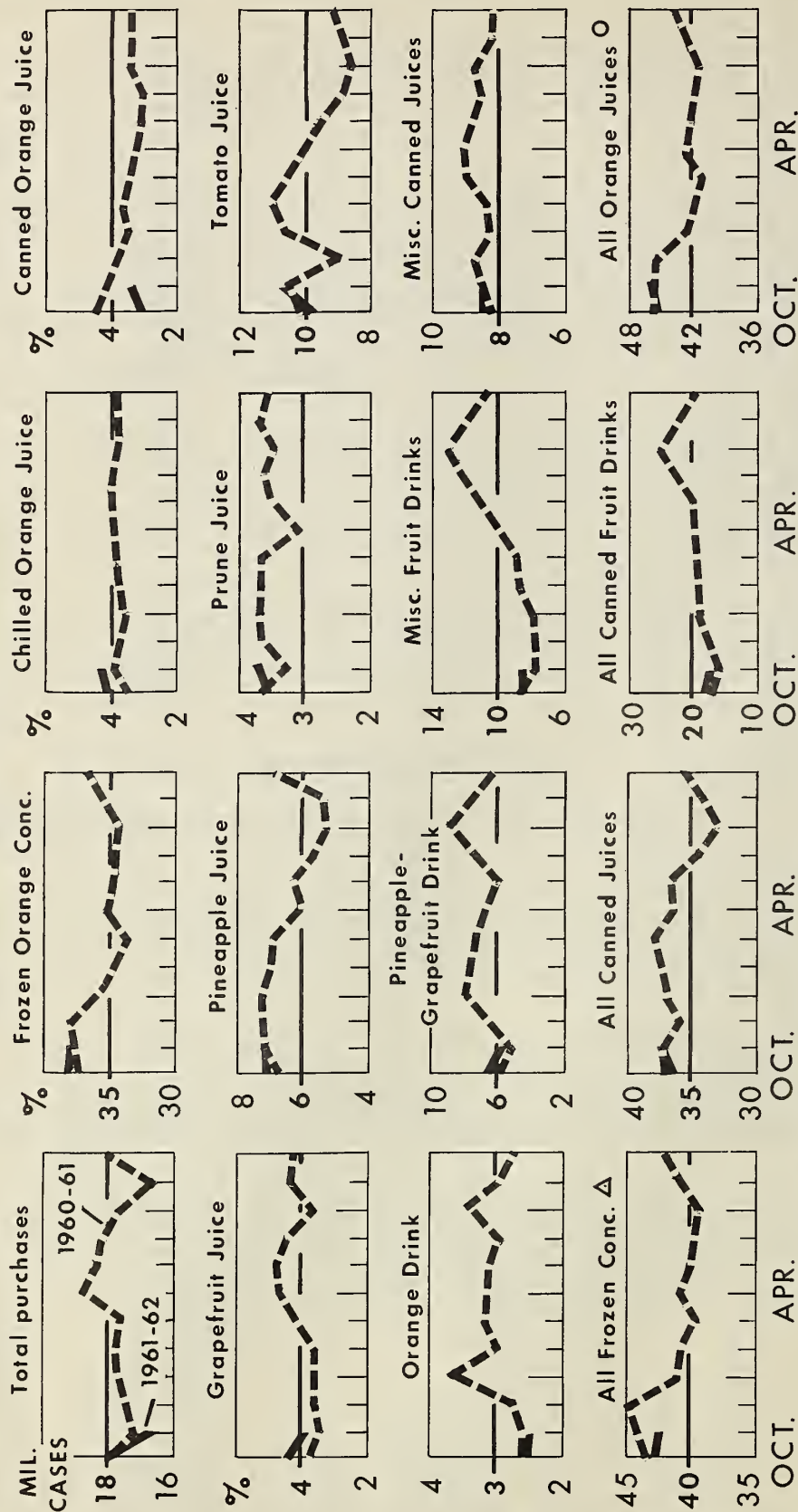
Purchases averaged 3.8 cans per buying family in November, about the largest reported in this series. On the other hand, the proportion of families buying, which held at 3.7 percent, was about the smallest reported. (See page 24.)

Table 1. SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for selected citrus juices and other products, November 1960-November 1961 1/

Commodity	Total purchases			Proportion of families buying			Purchases per buying family				Average price paid per can	
	Volume		Change from Nov. 1960 to Nov. 1961	Proportion of total			Number	Average size of purchase		Quantity per month	Average price paid per can	
	Nov. 1961	Nov. 1960		Pct.	Pct.	Nov. 1961		Nov. 1961	Nov. 1960		Nov. 1961	Nov. 1960
FROZEN CONCENTRATED JUICES:	1,000	1,000										
Orange	5,342	5,458	-2	37.9	37.6	28.2	2.0	22.3	21.7	45	6	20.2
Miscellaneous	629	913	-31	4.4	6.3	---	---	15.9	---	---	6	19.3
Total	5,971	6,371	-6	42.3	43.9	---	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,448	2,282	+7	4.3	3.9	5.1	2.8	40.5	40.9	114	32	40.8
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000										
Orange	574	714	-20	3.4	4.2	5.3	1.6	53.6	52.0	88	46	42.4
Grapefruit	647	583	+11	3.9	3.4	5.1	1.4	70.6	62.4	101	46	29.2
Pineapple	1,158	1,208	-4	6.9	7.0	9.5	1.4	69.0	73.4	98	46	27.9
Prune	611	570	+7	3.7	3.3	6.3	1.9	41.7	40.1	78	32	43.8
Tomato	1,766	1,829	-3	10.6	10.6	15.4	1.4	64.1	59.4	92	46	27.3
Miscellaneous	1,416	1,456	-3	8.5	8.5	16.9	1.7	39.7	38.8	67	46	36.8
Total	6,172	6,360	-3	37.0	37.0	40.5	2.3	53.9	---	122	---	---
CANNED SINGLE-STRENGTH FRUIT DRINKS:												
Orange	400	444	-10	2.4	2.6	2.8	1.5	74.5	73.5	113	46	32.7
Pineapple-grapefruit	970	855	+14	5.8	5.0	7.2	1.4	79.3	75.0	109	46	28.0
Miscellaneous	1,366	1,307	+4	8.2	7.6	11.0	1.7	59.4	60.7	100	46	35.1
Total	2,736	2,606	+5	16.4	15.2	18.2	1.8	67.4	---	121	---	---
GRAND TOTAL JUICES AND FRUIT DRINKS 3/	16,708	17,193	-3	100.0	100.0	---	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	251	212	+18	---	---	3.7	1.5	41.2	36.2	61	4/ 16	20.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates. 4/ No. 303 can.

TOTAL CONSUMER PURCHASES & SHARE OF MARKET OF JUICES & CANNED FRUIT DRINKS



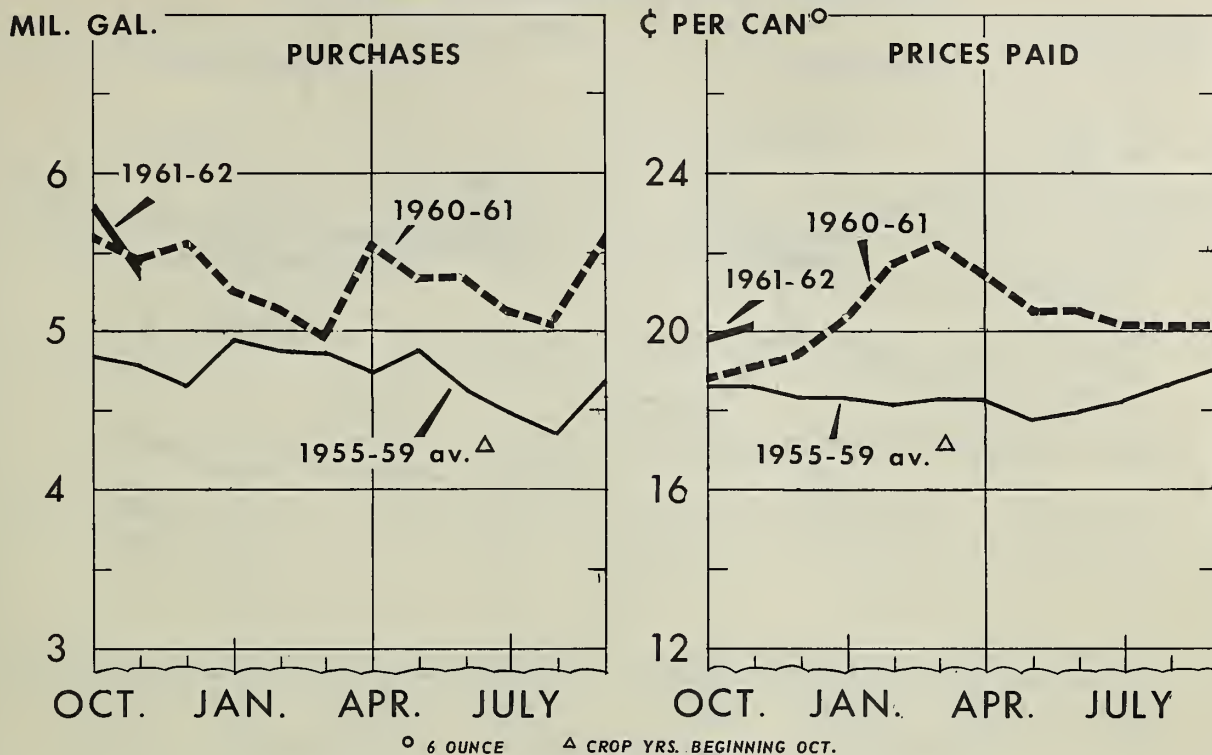
○ CONCENTRATE, CHILLED AND CANNED.

△ INCLUDES MISC. FROZEN CONCENTRATE NOT SHOWN SEPARATELY.

Figure 1

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

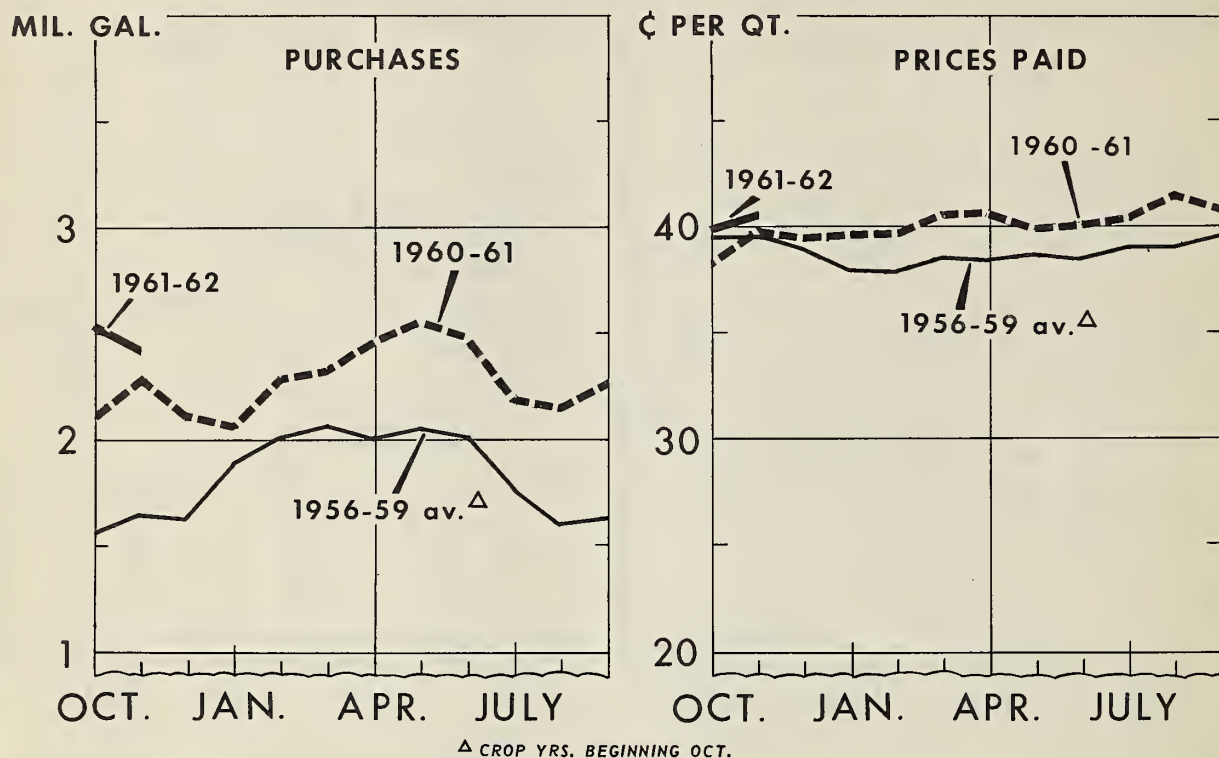
Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,784	5,616	4,837	29.8	29.1	46	46	19.9	18.8	18.7
Nov.	5,342	5,458	4,773	28.2	30.1	45	46	20.2	19.1	18.7
Dec.		5,552	4,656		30.1		45		19.4	18.3
Oct.-Dec.		16,626	14,266							
Jan.		5,257	4,942		30.2		41		20.3	18.3
Feb.		5,149	4,896		28.5		43		21.7	18.2
Mar.		4,966	4,868		28.1		43		22.1	18.3
Oct.-Mar.		31,998	28,972							
Apr.		5,547	4,751		29.5		45		21.4	18.3
May		5,325	4,894		29.2		45		20.5	17.8
Jun.		5,308	4,626		28.9		44		20.5	18.0
Oct.-Jun.		48,178	43,243							
Jul.		5,079	4,477		27.5		44		20.1	18.3
Aug.		5,006	4,352		27.2		44		20.1	18.7
Sep.		5,560	4,685		29.0		46		20.1	19.0
Season		63,823	56,757						20.3	18.4

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

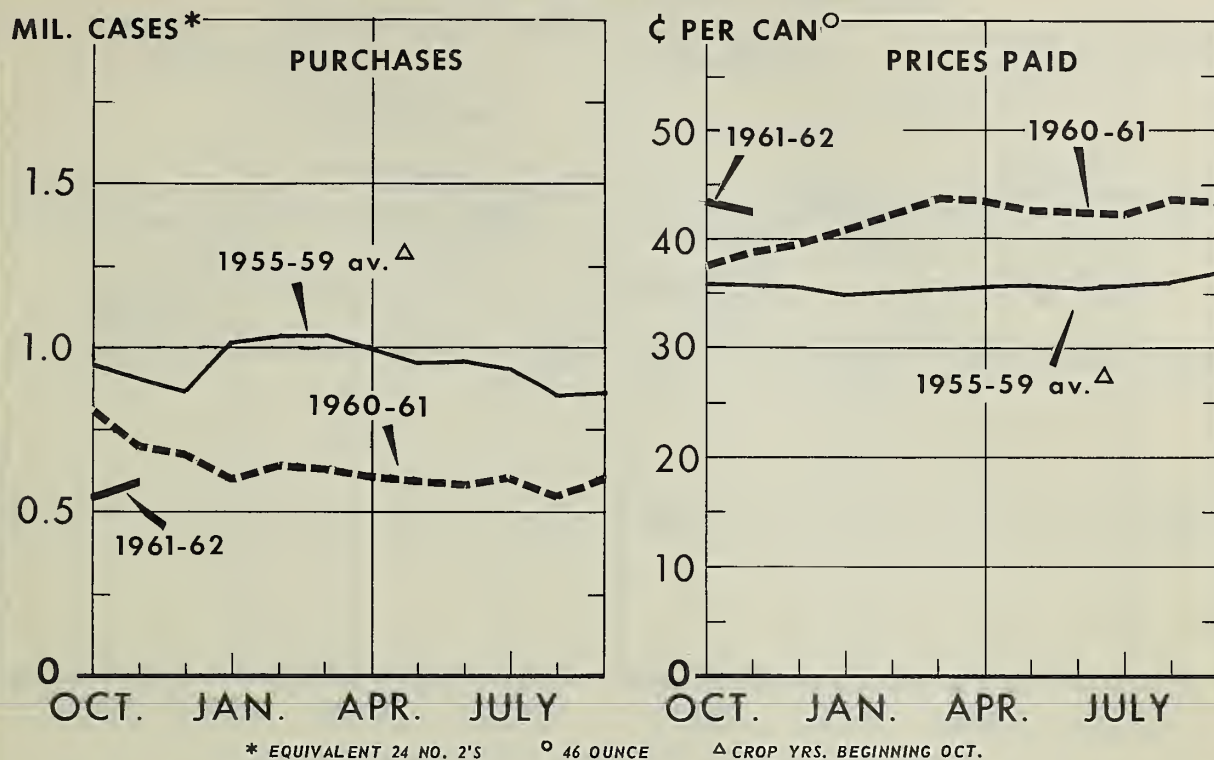
Table 3.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,521	2,112	1,565	5.0	4.7	119	109	39.9	38.2	39.5
Nov.	2,448	2,282	1,662	5.1	4.9	114	110	40.8	39.7	39.6
Dec.		2,122	1,651		4.6		112		39.4	38.9
Oct.-Dec.		6,516	4,878							
Jan.		2,070	1,899		4.7		104		39.6	38.0
Feb.		2,288	2,022		5.0		108		39.6	37.9
Mar.		2,332	2,071		4.9		114		40.6	38.6
Oct.-Mar.		13,206	10,870							
Apr.		2,475	2,012		5.4		110		40.6	38.5
May		2,553	2,060		5.4		114		39.9	38.7
Jun.		2,485	2,010		5.3		112		40.0	38.5
Oct.-Jun.		20,719	16,952							
Jul.		2,198	1,778		5.0		106		40.5	39.1
Aug.		2,166	1,626		4.8		108		41.5	39.1
Sep.		2,279	1,643		4.9		112		40.9	39.6
Season		27,362	21,999						40.1	38.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

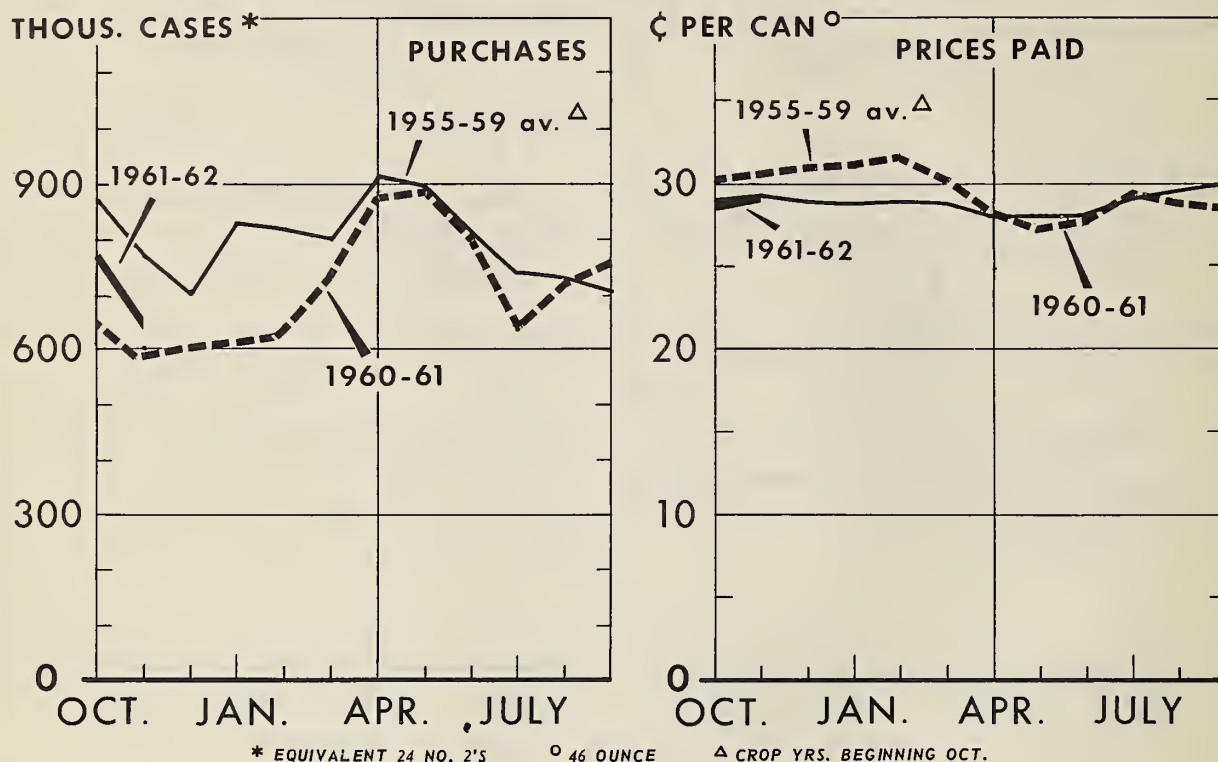
Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	559	811	954	5.1	7.3	88	92	43.6	37.5	35.7
Nov.	574	714	908	5.3	6.5	88	88	42.4	38.8	35.7
Dec.		667	874		6.2		90		39.2	35.7
Oct.-Dec.		2,192	2,736							
Jan.		607	1,023		5.8		86		40.8	34.8
Feb.		645	1,043		5.9		89		42.0	35.1
Mar.		621	1,050		5.9		84		43.5	35.2
Oct.-Mar.		4,065	5,852							
Apr.		600	996		5.6		86		43.2	35.6
May		593	953		5.4		90		42.5	35.7
Jun.		572	962		5.2		89		42.3	35.4
Oct.-Jun.		5,830	8,763							
Jul.		596	935		5.5		88		42.1	35.8
Aug.		550	858		5.1		86		43.7	36.0
Sep.		605	863		5.3		92		43.1	36.8
Season		7,581	11,419						41.4	35.6

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

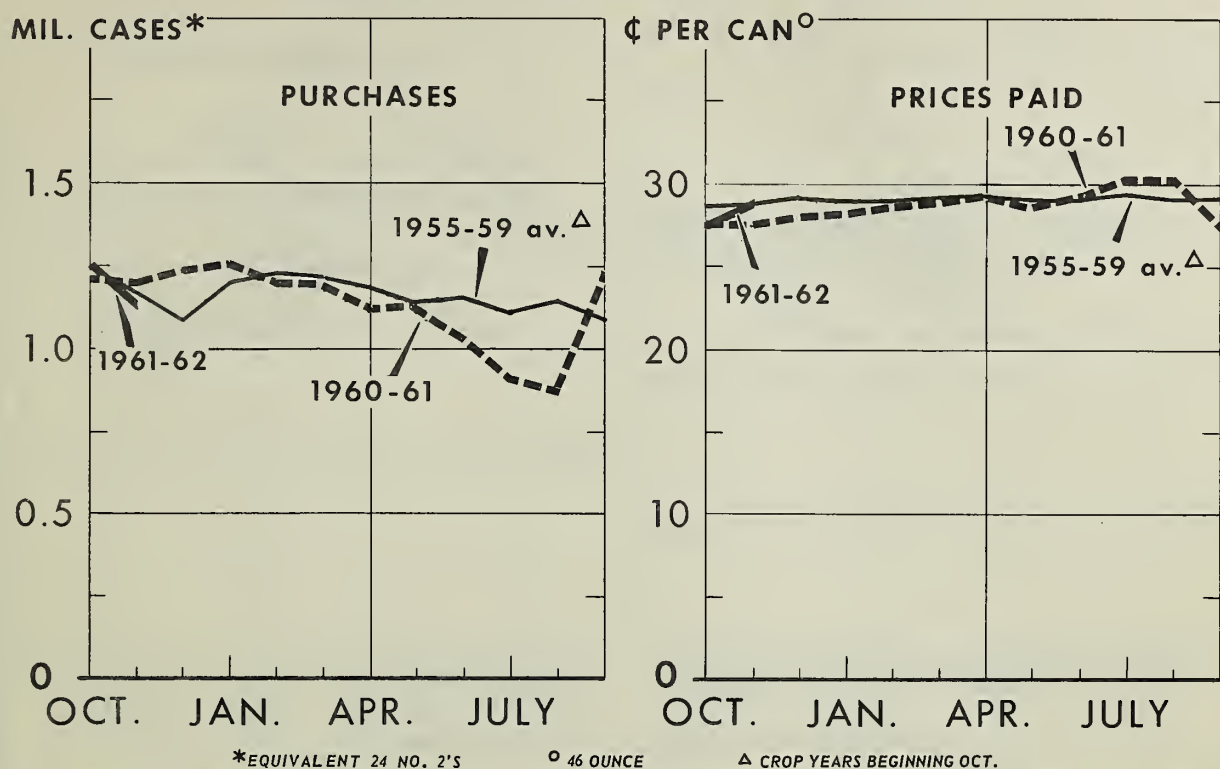
Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	774	648	871	5.7	5.5	108	97	28.7	30.1	28.9
Nov.	647	583	771	5.1	5.0	101	94	29.2	30.5	29.4
Dec.		606	704		5.0		102		31.0	28.9
Oct.-Dec.		1,837	2,346							
Jan.		614	830		5.4		89		31.1	28.7
Feb.		619	819		5.2		96		31.6	28.8
Mar.		736	804		5.4		110		30.2	28.7
Oct.-Mar.		3,806	4,799							
Apr.		871	911		6.3		112		27.9	28.1
May		881	898		6.3		113		27.0	28.0
Jun.		800	818		5.9		110		27.5	28.2
Oct.-Jun.		6,358	7,426							
Jul.		636	740		4.9		104		29.3	29.2
Aug.		721	730		5.4		109		28.3	29.5
Sep.		753	706		5.7		108		28.5	30.0
Season		8,468	9,602						29.2	28.8

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

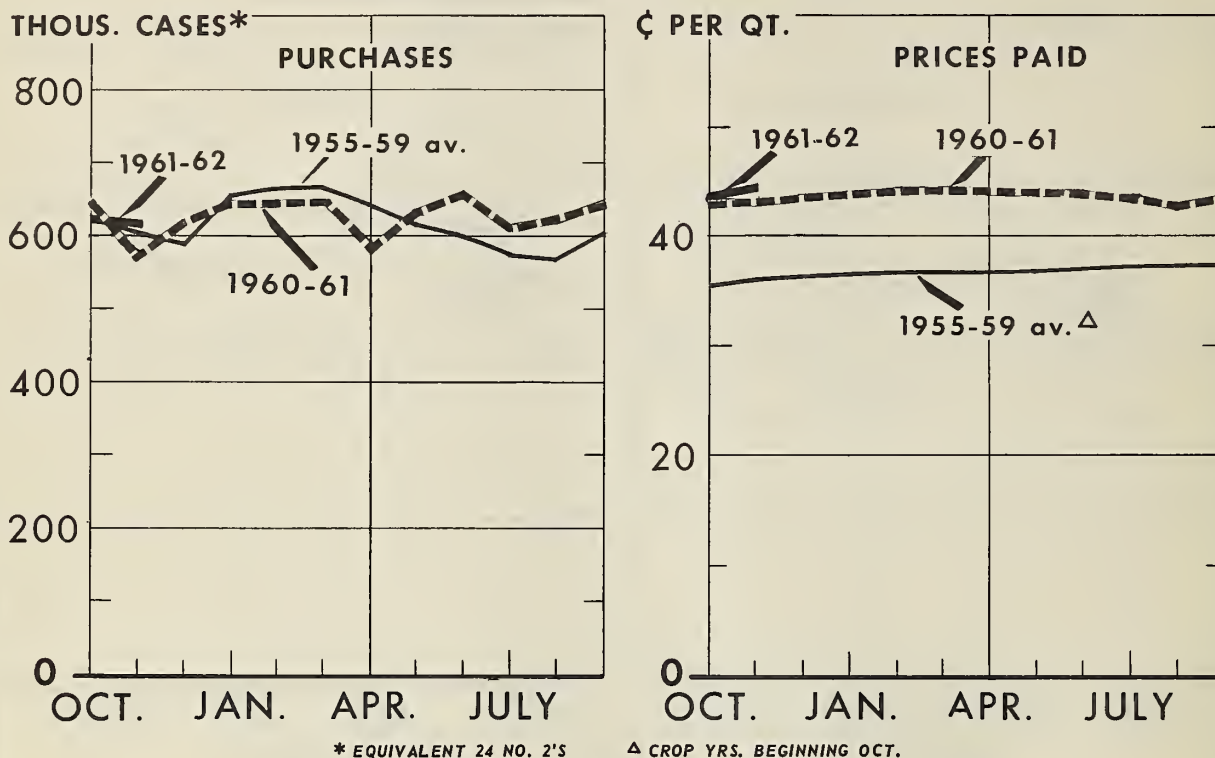
Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,251	1,214	1,245	9.0	9.6	111	102	27.6	27.6	28.9
Nov.	1,158	1,208	1,168	9.5	9.3	98	103	27.9	27.7	29.0
Dec.		1,232	1,087		9.6		106		28.0	29.4
Oct.-Dec.		3,654	3,500							
Jan.		1,255	1,205		10.7		99		28.3	29.2
Feb.		1,204	1,236		10.1		95		28.7	29.2
Mar.		1,188	1,218		10.0		98		29.0	29.3
Oct.-Mar.		7,301	7,159							
Apr.		1,112	1,182		9.8		92		29.2	29.4
May		1,146	1,146		9.1		102		28.7	29.3
Jun.		1,036	1,158		9.0		93		29.2	29.2
Oct.-Jun.		10,595	10,645							
Jul.		911	1,109		8.1		91		30.1	29.5
Aug.		891	1,149		7.7		93		30.1	29.3
Sep.		1,222	1,095		9.6		103		27.8	29.3
Season		13,619	13,998						28.6	29.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

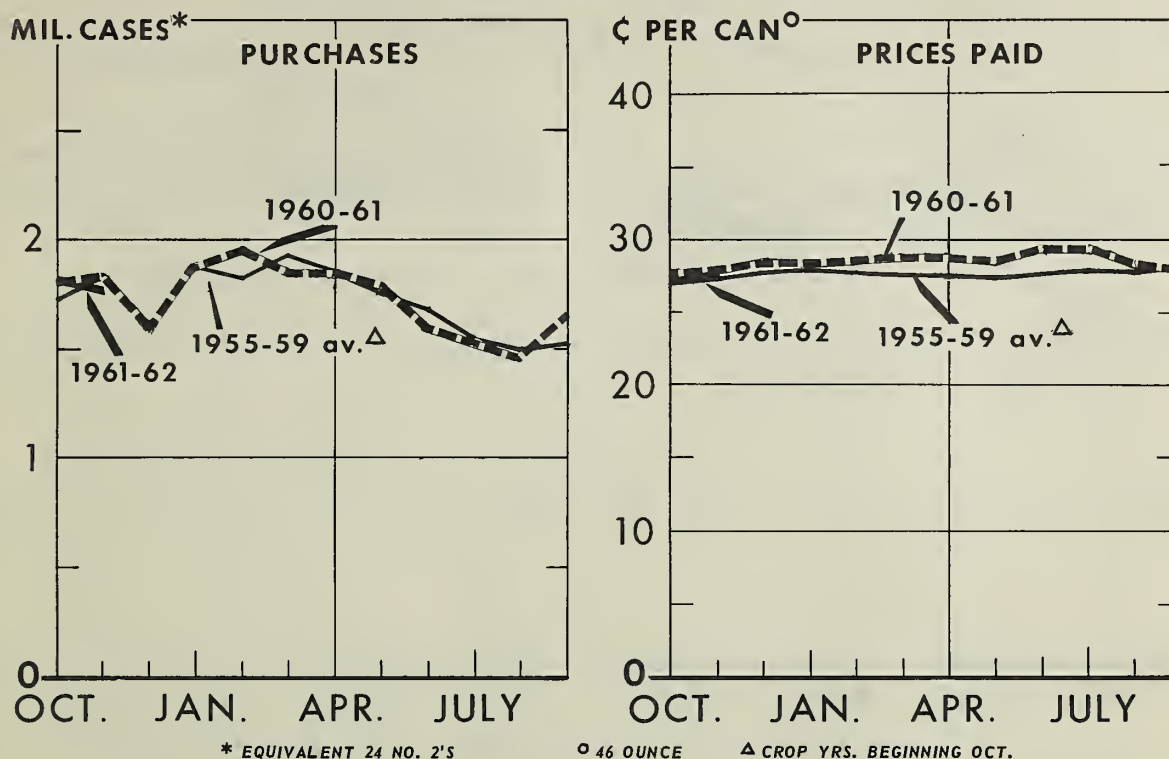
Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	634	648	629	6.5	7.3	78	72	43.5	43.3	35.4
Nov.	611	570	605	6.3	6.4	78	72	43.8	43.2	36.1
Dec.		620	590		6.4		78		43.5	36.2
Oct.-Dec.		1,838	1,824							
Jan.		643	655		6.9		78		43.9	36.4
Feb.		643	666		6.9		74		44.1	36.7
Mar.		648	665		7.2		73		44.1	36.8
Oct.-Mar.		3,772	3,810							
Apr.		584	640		6.4		74		44.1	36.7
May		631	616		6.9		75		43.9	36.9
Jun.		657	602		7.2		74		43.7	36.9
Oct.-Jun.		5,644	5,668							
Jul.		611	574		6.6		75		43.6	37.1
Aug.		622	570		6.3		80		43.2	37.1
Sep.		648	607		6.9		76		43.7	37.1
Season		7,525	7,419						43.7	36.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

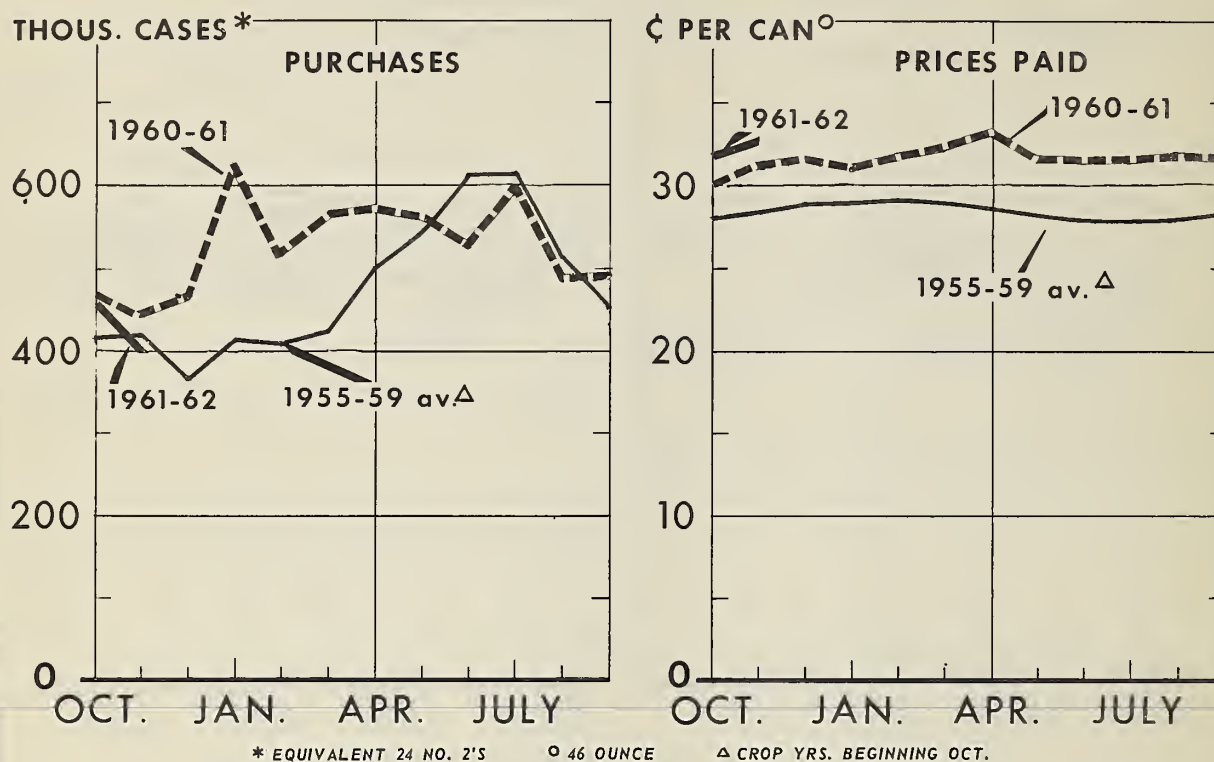
Table 8.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,780	1,815	1,734	14.8	15.2	97	98	27.1	27.8	26.9
Nov.	1,766	1,829	1,835	15.4	15.9	92	89	27.3	27.9	27.2
Dec.		1,580	1,604		14.7		90		28.5	27.8
Oct.-Dec.		5,224	5,173							
Jan.		1,871	1,877		16.8		88		28.4	27.9
Feb.		1,958	1,819		16.7		96		28.7	27.8
Mar.		1,854	1,916		16.6		94		28.6	27.5
Oct.-Mar.		10,907	10,785							
Apr.		1,855	1,853		16.5		91		28.7	27.4
May		1,771	1,750		15.5		93		28.4	27.3
Jun.		1,597	1,698		14.5		90		29.4	27.6
Oct.-Jun.		16,130	16,086							
Jul.		1,511	1,545		13.6		90		29.3	28.0
Aug.		1,463	1,487		12.9		92		28.4	27.8
Sep.		1,677	1,528		14.5		93		27.8	27.4
Season		20,781	20,646						28.5	27.5

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

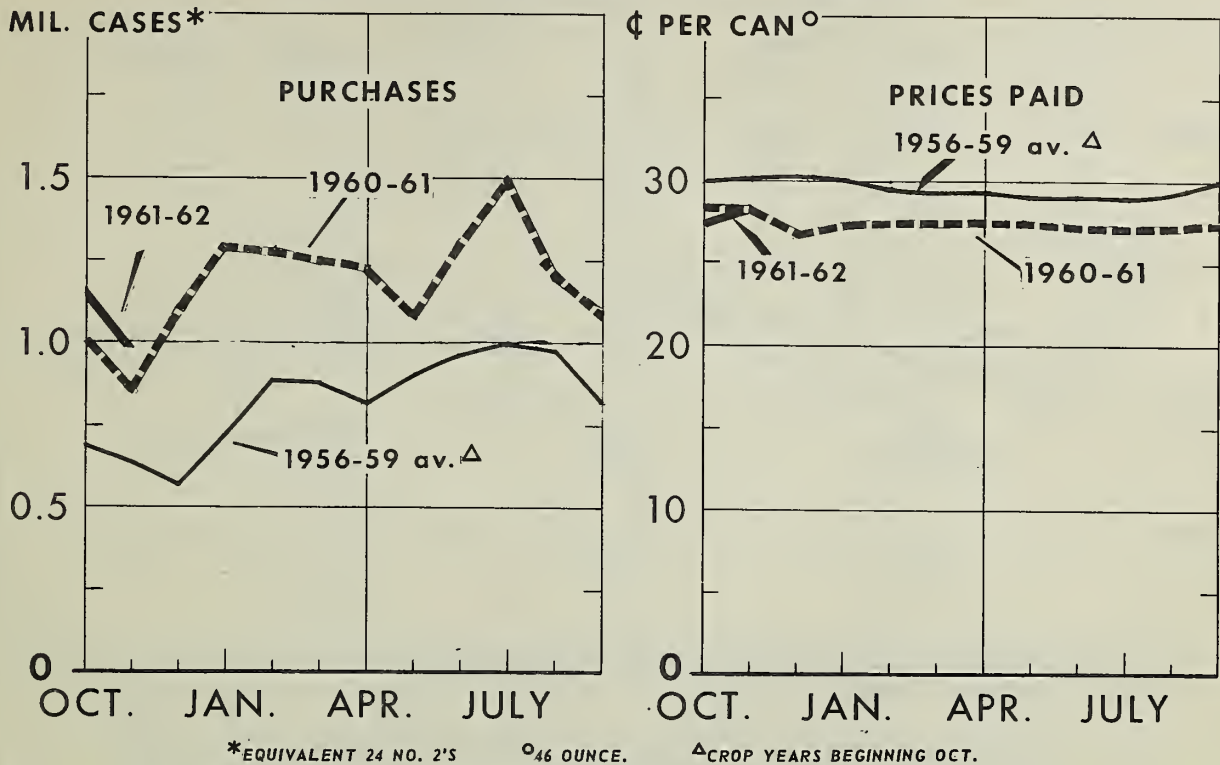
Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	458	469	414	3.3	3.3	110	117	32.0	30.0	28.3
Nov.	400	444	418	2.8	3.1	113	110	32.7	31.3	28.5
Dec.		466	367		3.3		113		31.6	29.0
Oct.-Dec.		1,379	1,199							
Jan.		628	416		4.5		111		31.0	29.0
Feb.		514	409		3.7		111		31.7	29.4
Mar.		561	422		4.0		112		32.2	29.0
Oct.-Mar.		3,082	2,446							
Apr.		574	501		4.0		117		33.2	28.6
May		564	542		4.2		109		31.5	28.4
Jun.		528	614		4.4		98		31.4	27.9
Oct.-Jun.		4,748	4,103							
Jul.		596	614		4.7		103		31.4	27.9
Aug.		488	561		4.1		95		31.9	27.9
Sep.		490	455		3.7		108		31.7	28.4
Season		6,322	5,733						31.6	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

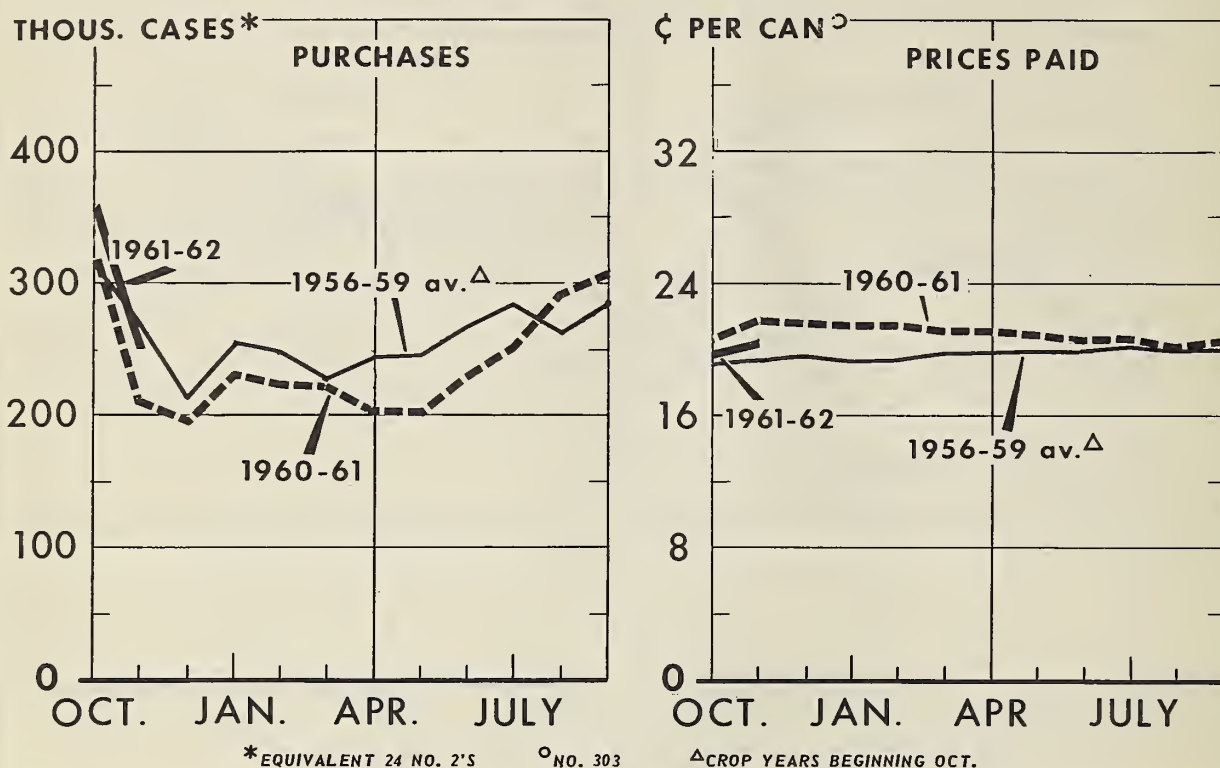
Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,156	1,012	682	7.9	7.2	117	118	27.5	28.5	30.0
Nov.	970	855	644	7.2	6.8	109	105	28.0	28.4	30.2
Dec.		1,115	567		7.6		123		26.8	30.4
Oct.-Dec.		2,982	1,893							
Jan.		1,302	725		8.9		124		27.4	30.1
Feb.		1,274	895		8.8		117		27.5	29.4
Mar.		1,254	885		8.3		129		27.7	29.3
Oct.-Mar.		6,812	4,398							
Apr.		1,226	825		8.5		118		27.7	29.5
May		1,067	913		7.5		116		27.6	29.0
Jun.		1,313	971		8.6		124		27.0	29.1
Oct.-Jun.		10,418	7,107							
Jul.		1,498	998		9.3		129		27.1	29.0
Aug.		1,199	979		7.9		122		27.0	29.2
Sep.		1,098	822		7.5		118		27.4	30.0
Season		14,213	9,906						27.5	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 11

ECONOMIC RESEARCH SERVICE

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	357	318	316	5.3	5.1	60	57	19.8	20.7	19.3
Nov.	251	212	274	3.7	3.7	61	51	20.2	21.7	19.4
Dec.		193	214		3.4		51		21.5	19.6
Oct.-Dec.		723	804							
Jan.		234	255		3.9		54		21.4	19.4
Feb.		226	248		3.9		52		21.4	19.4
Mar.		221	227		3.9		52		21.1	19.7
Oct.-Mar.		1,404	1,534							
Apr.		206	242		3.4		55		21.1	19.7
May		209	246		3.7		50		21.0	19.9
Jun.		228	266		4.0		51		20.6	20.0
Oct.-Jun.		2,047	2,288							
Jul.		252	283		4.0		56		20.7	20.1
Aug.		292	263		4.5		59		20.2	20.0
Sep.		310	284		4.5		61		20.4	20.0
Season		2,901	3,118						20.9	19.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,542	1,458	17.3	18.0	72	67	36.9	36.5
Nov.	1,416	1,456	16.9	18.3	67	66	36.8	37.1
Dec.		1,510		18.2		66		37.1
Oct.-Dec.		4,424						
Jan.		1,462		18.6		64		37.9
Feb.		1,497		17.7		67		37.9
Mar.		1,569		19.0		66		37.9
Oct.-Mar.		8,952						
Apr.		1,669		19.1		71		36.6
May		1,603		18.9		69		37.3
Jun.		1,540		19.5		64		36.8
Oct.-Jun.		13,764						
Jul.		1,531		18.8		66		36.8
Aug.		1,383		17.5		64		37.1
Sep.		1,473		18.1		66		37.6
Season		18,151						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,487	1,505	10.9	11.2	109	113	34.0	34.2
Nov.	1,366	1,307	11.0	10.1	100	109	35.1	34.5
Dec.		1,329		10.4		104		34.9
Oct.-Dec.		4,141						
Jan.		1,394		10.8		106		34.3
Feb.		1,530		11.4		109		34.1
Mar.		1,554		11.3		114		34.4
Oct.-Mar.		8,619						
Apr.		1,819		12.7		117		34.3
May		1,970		13.5		118		33.9
Jun.		2,224		15.1		120		33.7
Oct.-Jun.		14,632						
Jul.		2,215		15.2		118		33.2
Aug.		1,967		14.3		111		33.7
Sep.		1,862		13.2		114		33.5
Season		20,676						34.0

1/ All drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparison. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1960 to date

Period 1/	Juices						Fruit drinks					
	Total purchases		Proportion of families buying		Purchase per buying family		Total purchases		Proportion of families buying		Purchase per buying family	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces
Oct.	6,540	6,594	40.5	NA	130	NA	3,101	2,986	18.7	NA	133	NA
Nov.	6,172	6,360	40.5	NA	122	NA	2,736	2,606	18.2	NA	121	NA
Dec.		6,215		NA		NA		2,910		NA		NA
Oct.-Dec.		19,169						8,502				
Jan.		6,452		44.1		118		3,324		20.0		137
Feb.		6,566		43.4		125		3,318		20.1		137
Mar.		6,616		43.7		123		3,369		19.6		145
Oct.-Mar.		38,803						18,513				
Apr.		6,691		44.0		123		3,619		21.0		140
May		6,625		42.7		126		3,601		20.8		140
Jun.		6,202		42.2		119		4,065		23.2		142
Oct.-Jun.		58,321						29,798				
Jul.		5,796		40.0		117		4,309		23.8		146
Aug.		5,630		39.0		116		3,654		22.1		133
Sep.		6,378		41.6		124		3,450		20.4		137
Season		76,125						41,211				

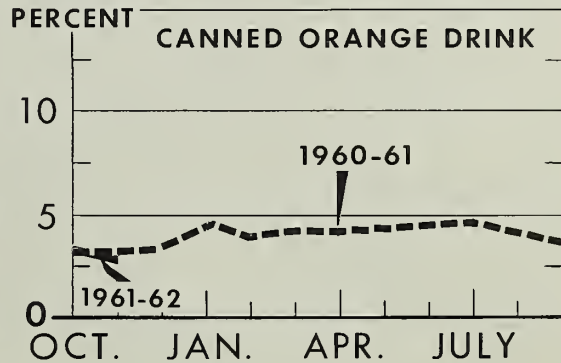
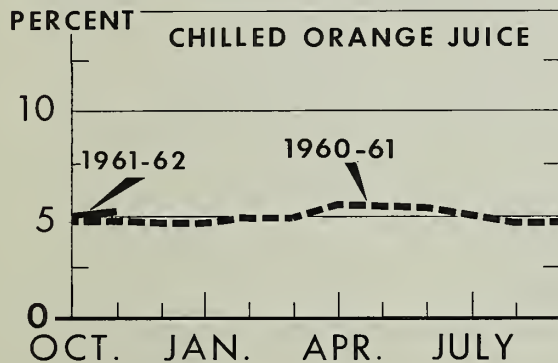
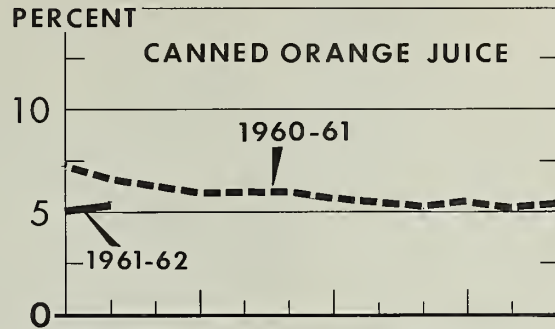
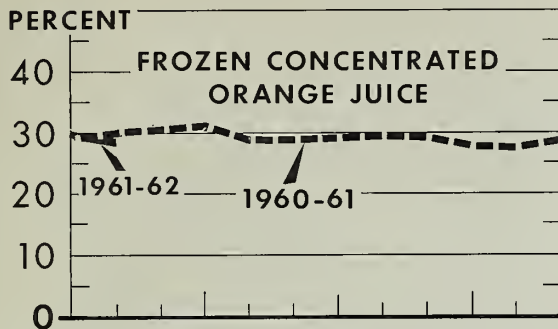
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons.
Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1960 to date

Period 1/	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice 2/		Canned single-strength juice		Canned sections	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,835	3,774	326	474	436	365	563	480	248	221
Nov.	3,542	3,668	335	417	424	395	471	432	175	148
Dec.		3,731		390		367		449		139
Oct.-Dec.		11,173		1,281		1,127		1,361		508
Jan.		3,654		350		358		449		163
Feb.		3,579		372		391		452		151
Mar.		3,451		358		399		538		148
Oct.-Mar.		21,857		2,361		2,275		2,800		970
Apr.		3,694		350		428		632		143
May		3,546		346		442		640		145
Jun.		3,535		333		430		581		159
Oct.-Jun.		32,632		3,390		3,575		4,653		1,417
Jul.		3,367		348		380		463		175
Aug.		3,319		321		375		525		203
Sep.		3,686		353		394		548		216
Season		43,004		4,412		4,724		6,189		2,011

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Based on yield of canned single-strength orange juice.

PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS

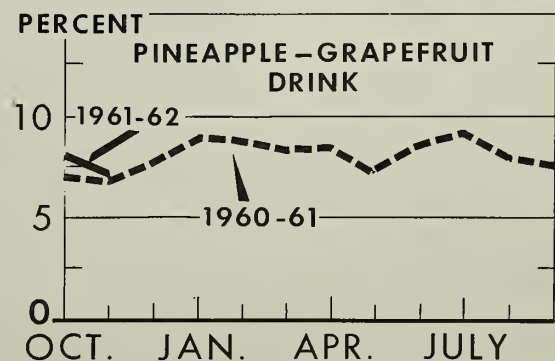
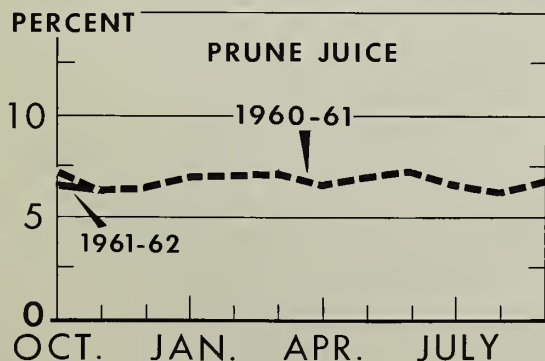
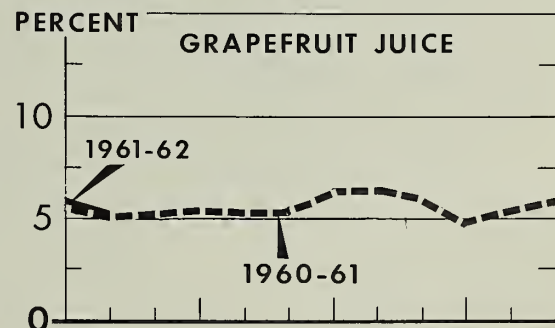
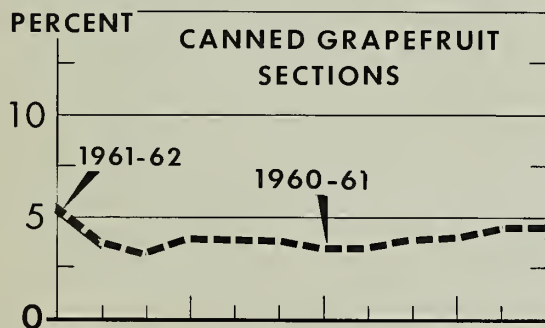


U.S. DEPARTMENT OF AGRICULTURE

Figure 12

ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



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Figure 13

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